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EXTENSION SERVICE  
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# THIS LOOKS GOOD

A FORMULA FOR SUCCESSFUL CIRCULAR LETTERS

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The key to success in writing circular letters that will influence farmers is found in the formula WANT-SOLUTION-ACTION-SATISFACTION. The use of this formula is well shown in a printed, illustrated letter prepared and used by W.R. Wilson, County Agent, Grafton County, New Hampshire, in a better bull and alfalfa campaign. The first paragraph of the letter appeals directly to a want which farmers in that county have come to feel, to wit:

"Competition in the dairy business is becoming keener than ever. Cheap feeds in the Middle West are enabling the farmers there to ship butter, cream and even milk into our eastern markets and undersell our products. To meet this competition we must cheapen our dairy production costs."

The second and third paragraphs answer the reader's "How?" by presenting the solution to this want. They show that better bulls and alfalfa hay are the best known ways of cheapening production costs. The farmer is also invited to act by accepting the county agent's offer of aid in finding a better bull.

The experiences of a Grafton County farmer in feeding alfalfa and the fact that 45 farmers in that county have already signed up to grow alfalfa are then cited. These statements give the reader confidence in the solution and stimulate anticipation of the satisfactions that will come if he will plant alfalfa.

The letter closes with another direct appeal to act. The farmer is asked to return the letter with his name and address and indicate the number of acres he wants to plant. The writer promises that the farmer will then receive additional valuable information. Thus the letter shows complete use of the formula: WANT-SOLUTION-ACTION-SATISFACTION.

NOTE: Mr. H.W.Hochbaum of the Office of Cooperative Extension Work will be glad to have specialists and county agents send him circular letters for his review and suggestions.

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Original distribution to all extension workers in Eastern States and extension directors and county agent supervisors in other States.

